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Milton Wolf 2010 Seminar Report

Center for Global Communication Studies at the Annenberg School for Communication

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Milton Wolf 2010 Seminar Report

Abstract

The 2010 Milton Wolf Seminar brought together practitioners and academics for three days of exciting debate in Vienna, Austria from March 17 to 19 at the Diplomatic Academy Vienna. Co-sponsored by the American Austrian Foundation, the Center for Global Communication Studies at the University of Pennsylvania's Annenberg School for Communication, and the Diplomatic Academy Vienna, the seminar explored the theme, "New media, new newsmakers, new public diplomacy: The changing role of journalists, NGOs, and diplomats in a multi-modal media world."

The Premise

Discussion began with a recognition that: as new media and communication technologies diffuse worldwide, traditional media institutions face a range of challenges, from shortened news cycles to fragmented and shrinking audiences. Advertising revenues have declined as advertisers try to make sense of the new environment and to redirect their spending in efficient and effective ways, putting media under economic pressure. New technologies create demand for ever-more rapid news provision and non-professional, user-generated content competes directly with the products of traditional news media. In response to these pressures, many news operations have engaged in aggressive downsizing, reducing their staff complements and eliminating foreign bureaus in a bid to contain costs and refocus their operations. These institutions are attempting to adapt to new technologies while retaining their traditional role of supplying accurate and factual news, sorting the important from the irrelevant – the traditional foundations of their businesses.

Predictably, under these difficult conditions, the quality of news products suffers. Scott Maier, an associate professor at the University of Oregon detailed the growing problem of inaccuracy in mainstream newspapers. Maier argued that, under the twin pressures of shorter news cycles and smaller newsgathering operations, the quality of news coverage is under threat, an argument echoed by several speakers. Maier's and others' research suggests that the problem is broad, applying to both the American and European contexts.

What then, does this changing news landscape mean for journalists, NGOs, and public diplomacy practitioners?

Disciplines

Communication | Communication Technology and New Media | Journalism Studies

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SUMMARY DOCUMENT

2010 Milton Wolf Seminar - Vienna, Austria March 17-19, 2010

NEW MEDIA, NEW NEWSMAKERS, NEW PUBLIC DIPLOMACY:
THE CHANGING ROLE OF JOURNALISTS, NGOs, AND DIPLOMATS IN A MULTI-MODAL MEDIA WORLD

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SUMMARY & CONCLUSIONS

The [2010 Milton Wolf Seminar](#) brought together practitioners and academics for three days of exciting debate in Vienna, Austria from March 17 to 19 at the Diplomatic Academy Vienna. Co-sponsored by the [American Austrian Foundation](#), the [Center for Global Communication Studies](#) at the University of Pennsylvania's Annenberg School for Communication, and the [Diplomatic Academy Vienna](#), the seminar explored the theme, "New media, new newsmakers, new public diplomacy: The changing role of journalists, NGOs, and diplomats in a multi-modal media world."

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Predictably, under these difficult conditions, the quality of news products suffers. [Scott Maier](#), an associate professor at the University of Oregon detailed the growing problem of inaccuracy in mainstream newspapers. Maier argued that, under the twin pressures of shorter news cycles and smaller newsgathering operations, the quality of news coverage is under threat, an argument echoed by several speakers. Maier's and others' research suggests that the problem is broad, applying to both the American and European contexts.

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The Changing Role of Journalists



For journalists, this changing landscape has far-reaching consequences. Foremost among them is an impaired ability to gather news, particularly news about events occurring in remote geographic regions. Testifying to this new reality, [Dejan Anastasijevic](#), a Balkans-based journalist, and [Milorad Ivanovic](#), deputy chief editor of Serbia's largest daily, [Blic](#), described layoffs, shrinking revenues and the challenges of responding to the new media environment with fewer resources. While their respective publications are trying to use new technologies to enhance their offerings, both seemed pessimistic about the outlook for news,

and especially print, media.

Faced with this reality, journalists have increasingly turned to alternative means to cover distant events and new institutions have emerged to fill the international news vacuum. [Shawn Powers](#), a visiting assistant professor at USC Annenberg's London program, and [Richard Gizbert](#), host of [Al Jazeera English's](#) weekly media program *The Listening Post*, presented examples of how Al Jazeera has successfully used new technologies to find innovative ways to cover stories and attract audiences. As a result of [AJE's](#) difficulties breaking into markets like the USA, it has been forced to adopt technology in innovative ways, which could serve as a template for other businesses. The general tone of discussions on the news media, however, was pessimistic.

A New Role for NGOs as Newsmakers

Throughout the seminar, discussion focused on the role of new technologies and new roles for non-press organizations in fulfilling civic information needs. One such avenue has been the growing phenomenon of journalists and NGOs forming partnerships to cover stories. [Simon Cottle](#), a professor of media and communications at the [Cardiff School of Journalism, Media and Cultural Studies](#), presented research on Australian NGOs that explored their sophisticated media strategies and the various tools they deployed to achieve communications objectives, including the use of strategic partnerships with journalists and news media in a bid to capture public attention for various issues of concern.

[International Crisis Group's](#) North American communications director [Kimberly Abbott](#), for example, described several occasions when the ICG assisted and enabled journalists' coverage of events of interest to the organization. In one example, ICG provided financial support for a Nightline [segment on events in Uganda](#), flying journalists over, facilitating meetings, and providing information for the story, which aired with full disclosure of ICG's involvement. On another occasion, ICG successfully proposed a [story about a Sudanese boy to 60 Minutes](#); ICG provided information including letters and interviews used by 60 Minutes in their story. Although these examples are of particularly close partnerships, journalists and NGOs more generally engage regularly in smaller-scale collaborations.



Several practicing journalists, such as [Thomas Seifert](#), an international correspondent with the Austrian daily *Die Presse*, noted that for journalists in the field, and particularly those in combat situations or those covering humanitarian disasters, NGOs provide invaluable support. They offer journalists information, accommodation, transportation, communications equipment and other crucial resources in environments in which such resources are not available from any other source. Without NGO support, many journalists would find it impossible to cover these stories.

Areas of Concern

Some participants expressed reservations about this and similar practices, arguing that by accepting such help and by becoming all-but “embedded” in NGO operations, journalists compromise their objectivity and independence. Here, however, a cultural divide appeared to emerge. While several participants from the United States voiced such concerns, some Europeans, like [Eric Frey](#), managing

editor of Austrian daily [Der Standard](#), argued that this preoccupation with perceived objectivity was not a universal phenomenon. Instead, argued Frey, journalists should conduct themselves with professionalism and report to readers when they received help from external sources, where appropriate. In this way, he implied, questions of compromised integrity can be addressed without requiring journalists to forego the support they receive from NGOs.

The debate about the role NGOs play with respect to reporters, however, was not simply a matter of their role as informants and sometimes sponsors. Much of the discussion addressed instances in which NGOs were perceived to be taking on the traditional responsibilities of journalists directly, acting as primary news sources. In this respect, discussions of the events in Haiti were particularly interesting. At the time of the earthquake on January 12, 2010, few news outlets had reporters on the ground in the country. Thus, as [Abbott](#) and [Medecins sans Frontieres](#) (MSF) spokesperson [Irene Jancsy](#) recounted, NGOs were a crucial source of news in the early hours of the event, and only later played their more traditional role of supporting the journalists who arrived in the days that followed.



The discussion about NGOs as primary news sources was complex and ambiguous. Several communications practitioners reported that new technologies have indeed enabled NGOs to act as news sources, providing news and information directly to consumers. The availability of inexpensive recording and editing tools, and the internet's ability to act as a transmitter of materials, makes it possible for NGOs to record and disseminate videos, blogs, news feeds and other materials to interested parties worldwide, which they increasingly do.

However, none of the NGO practitioners at the seminar appeared to consider this their primary, or even most important, communications function. More than once, practitioners stated that news media remained their main tool for communicating with the public writ large, and that one of the major uses of new technologies was that they enabled NGOs to communicate more quickly and effectively with journalists. While NGOs did seek to use new technologies and social media to create communities of interested people – both individuals and news professionals – they did not seek to supplant news media as broadly targeted information portals.

And even this notion of community building and information provision was not a universally agreed-upon principle. [Jancsy](#), for example, told participants that [MSF](#) had had several internal debates about whether or not it should continue to produce communications material about [Haiti](#) once it had raised sufficient funding for its operations there. Some [MSF](#) staffers felt that their role should be confined to providing medical services, as per the organization's mandate, and that further communication efforts were unnecessary. Clearly, then, the role that news production and dissemination plays within NGOs varies across organizations with different mandates and objectives.

In short, the picture that emerged of the contemporary media landscape and the role of NGOs within it is complex. Media institutions are struggling to adapt to new conditions, often forcing reporters to look outside their organizations for the support they need in order to collect news.

NGOs have formed an alliance with journalists, providing them with much-needed resources and enabling their newsgathering practices. Journalists, it was argued at the seminar, are more comfortable with NGO partnerships than they would be with similar partnerships with governments or corporations, perhaps due to the widespread perception of NGOs as morally upright and trustworthy. At the same time, NGOs are also implementing media strategies that bypass journalists and reach out directly to news consumers; they are building online communities and creating media products with the intention of disseminating them as widely as possible. Thus, NGOs are both partners with, and in a sense, competitors to journalists, and these functions are underpinned by new technologies.

A Dilemma for Diplomats

Against this backdrop, diplomats face a range of dilemmas, particularly when they are engaged in public diplomacy. Traditionally, public diplomacy has been understood as efforts by diplomats and state actors to communicate directly with foreign publics, for purposes of enacting foreign policy. Public diplomacy has been undertaken by various means, such as cultural exchanges, but media have



long featured as crucial fora for public diplomacy efforts. As media outlets fragment and evolve, however, diplomats must increasingly tailor their strategies to the reality of the new media world, and must expand their understanding of key role-players to include newcomers like NGOs. [Ambassador Wolfgang Petritsch](#), who participated in a number of panels, for example, provided insight into the way that even simple new technologies like cell phones have transformed the diplomatic process by, for example, dramatically increasing the amount, if not necessarily the accuracy, of information

circulated about diplomatic negotiations, with various effects on the negotiation process.

While most of the diplomatic representatives at the seminar said that their respective offices had embraced new technologies by, among other things, [creating Twitter streams](#) and [providing electronic news resources](#), it was clear that large diplomatic bureaucracies were struggling to adapt to changed realities. Increasingly, key players in public diplomacy are non-state actors who masterfully use new media to promote their agendas and achieve objectives, for example the [Muslim Brotherhood](#). State bureaucracies have been slower to fully use the potential of new technologies, especially their ability to form communities and promote user-generated content. While diplomats clearly recognize the new exigencies, transforming established practices in large institutional bodies is not easy.

Lingering Questions

All in all, the 2010 Milton Wolf seminar can best be understood as an effort to understand a rapidly evolving reality. Among the participants were a small group of students from universities in the United States, Austria and elsewhere, many selected as a result of an [essay competition](#) on the subject of the conference. But the main notion was to have journalists, diplomats, NGO representatives and academics grapple with the changes they are experiencing as they practice their respective crafts. No firm conclusions were reached: the issues are still in formation, the ground under our feet too unstable, perhaps, for such conclusions to be possible.

Areas for future consideration identified in the final session included:

- More case studies are needed in order to identify whether news-making activities on behalf of NGOs actually influence diplomatic outcomes.
 - What are potential case studies?
 - What are the superlative examples?
 - What are the cautionary tales?
 - What constitutes an NGO? There are many different types of NGOs, with different organizational structures and goals. And lots of NGOs have ties to political and/or corporate interests and agendas that may call into question their "non-government" status, at least in terms of thinking of NGOs and neutral actors working for a public good. Can we establish a typology of NGOs as newsmakers?
- What are the main ethical considerations as NGOs expand their newsmaking activities in the international arena?
 - Does the expanding role of NGOs as newsmakers risk further blurring the lines between journalism and advocacy? Is this a subject of concern?
 - Should an agreed upon "code of conduct" be established for journalists relying on NGO financial or other support?
 - Should NGOs with significant news-making operations employ an ombudsmen or some other form of watchdog?
- Patterns of adaptation to "new technologies" vis-a-vis diplomacy, media and NGOS need to be identified.
 - In what ways does citizen journalism rectify or amplify concerns about the changing news environment?
 - Should citizens, journalists, diplomats and NGOs be more concerned about the right to connect to the new media environment?
 - To what extent should diplomats expand and/or adapt their practices to engage with new forms of NGO advocacy?
 - How does transparency, and expectations thereof, impact newsmakers, diplomats and NGO's?

About the Author



The preceding summary was written by **Felicity Duncan**. Felicity is a PhD candidate in communication at the Annenberg School for Communication, University of Pennsylvania. She was born in Johannesburg South Africa, where she attended university, graduating with a bachelor's degree in communication. She has worked as a journalist and editor and holds a master's degree in journalism (as a Fulbright scholar) from the University of Missouri-Columbia.

MILTON WOLF ON TWITTER

Discussion and coverage about the 2010 Milton Wolf Seminar have also taken place in the Twittersverse under the hashtag: [#MWS2010](#).

NIEMAN JOURNALISM LAB COVERAGE



The Center for Global Communication Studies (CGCS) at the Annenberg School, University of Pennsylvania in cooperation with the Nieman Journalism Lab at Harvard University, launched the NGOs and the News essay series in 2009. The project seeks to encourage discussion and deliberation on what changes in the media environment mean for NGOs, traditional media outlets, news consumers, and society as a whole.

As part of this initiative, Laura McGann, assistant editor at Harvard University's [Nieman Journalism Lab](#) was on hand during the 2010 Seminar to interview participants and document the proceedings.

Her posts about the Milton Wolf Seminar include:

- March 17, 2010 - [The Milton Wolf Seminar: NGOs, media, and diplomacy](#)
- March 18, 2010 - [NGOs as newsmakers, journalists and aid workers as Facebook friends](#)
- March 19, 2010 - [NGOs as newsmakers: Russian-Georgian conflict edition](#)
- March 22, 2010 - [Milton Wolf Seminar: Transparency International explains how it became a conversation starter](#)
- March 30, 2010 - [Milton Wolf Seminar: Parting thoughts on NGOs as newsmakers, fragmentation in the media field, and the politics of platforms](#)

ABOUT THE MILTON WOLF SEMINAR SERIES

The Executive Committee that planned the 2010 Milton Wolf seminar consisted of Amelia Arsenault, Gerbner Post-Doctoral Fellow at the Annenberg School, Katharine Eltz-Aulitzky, director of the American-Austrian Foundation (CK), Monroe E. Price, director of Annenberg's Center for Global Communication Studies, and Hans Winkler, Director of the Diplomatic Academy, Vienna.

Initiated in 2001, the Milton Wolf Seminar represents an effort to explore cutting edge issues facing diplomacy and international relations. Between 2001 and 2004, 200 students participated in the Milton Wolf Seminar. The 2010 Seminar on “New Media, New Newsmakers, New Diplomacy” will mark the first time the Milton Wolf Seminar has been held since 2004.

About Milton A. Wolf

Milton A. Wolf was an economist, investor and real estate developer who served as President Jimmy Carter's ambassador to Austria in the late 1970's, where he played a key role in arranging details of the meeting between President Carter and Soviet President Leonid I. Brezhnev for the signing of the Salt II Strategic Arms Limitation Treaty.

Austria's dedication to humanitarian efforts taking in over 200,000 freedom fighters from the Hungarian Revolution in 1956, and Czech refugees from the Prague Spring in 1968 convinced Ambassador Wolf that the Austrian people supported individuals of any race, religion or culture. This understanding ignited Mr. Wolf's determination to reward Austria with his loyalty by strengthening Austro-American relations. In 1984, the American Austrian Foundation, Inc. (AAF) was founded, and Mr. Wolf served as its Chairman from 1990 until his death in 2005.

He initiated and funded the Milton Wolf Fellowships for Young Journalists, (40 Austrian journalists were awarded fellowships to attend Duke University's Visiting Media Fellowship Program) and the Milton Wolf Seminar for Journalists and Diplomats with the late Ambassador Ernst Sucharipa, then director of the Diplomatic Academy.

Ambassador Wolf received the Austrian Great Gold Medal of Honor with Sash (Austria's highest decoration) and the Austrian Cross of Merit for Science/Arts First Class.

2010 Milton Wolf Seminar Academic Overview

Launched in 2001, the Milton Wolf Seminar Series aims to deal with developing issues in diplomacy and journalism—both broadly defined. The 2010 seminar was jointly organized by the Center for Global Communication Studies (CGCS) at the University of Pennsylvania's Annenberg School for Communication, the American Austrian Foundation (AAF), and the Diplomatic Academy in Vienna (DA). It analyzed an underexplored area of interest for international diplomacy: the changing

relationship between the media, NGOs, and formal government actors in the international sphere. It builds off themes that have been explored in the [NGOs and the News Essay Series](#), a joint project of CGCS and the Nieman Journalism Lab at Harvard University.

From the introduction of stone and papyrus, to the laying of telegraph and telephone wires, to the advent of radio and television systems, changes in the available communication technology have had serious ramifications for the conduct of international diplomacy. In recent decades, the rapid dissemination of satellite, internet and mobile technologies has had a transformative effect on how international relations are conducted. Today diplomacy takes place largely within the media sphere and this happens at the same time as traditional divisions within the media and between media and civil society are breaking down. Social movements and non governmental organizations, at the local, national, and international level, now regularly employ their own information gathering and news dissemination practices. Concurrently, major print publications continue to close international bureaus and downsize their foreign correspondents. Civil society actors are thus placed to both provide much needed content to the media and take their stories directly to the public through new media outreach tools.

This blurring of roles and responsibilities is hardly without controversy. The questions outlined for discussion during the 2010 Milton Wolf Seminar included:

- What transparency issues arise concerning relationships between NGOs and journalists?
- How does the rise of NGO activity reposition the line between advocacy and journalism, to the extent it exists?
- How are international relations affected by the rise of the NGO sector as major players? What effect do news-making activities, as practiced by civil society organizations, have on foreign policy and the conduct of diplomacy?
- Can we identify certain conditions under which NGO news-making activities are particularly effective and/or have positive influence on international deliberations?

Previous Milton Wolf Seminar Topics

2004: “Challenges for Journalists & Diplomats in the 21st Century”

2003: “The Role of Media & Diplomacy in Ethnic Conflicts”

2002: “Analyzing the Global Security Crisis: Challenges for Media & Diplomacy”

2001: “Technology, Policy & Media”

THANK YOU

We gratefully acknowledge the financial support provided by The Wolf Family Foundation, The Austrian Foreign Ministry and The U.S. Embassy in Vienna. We appreciate the support given by our academic partner institutions and thank the panelists for generously donating their time.

ABOUT THE ORGANIZERS

The American Austrian Foundation (AAF)

The American Austrian Foundation (AAF) was established in 1984, by a group of Americans and Austrians with an interest in promoting a positive relationship between the two countries. The AAF partners with NGO's, governments and individuals to bridge the gap between professionals in developed countries and countries in transition, by providing fellowships to attend post graduate educational programs in medicine, media and the arts. The American Austrian Foundation is a public non-profit organization incorporated under the laws of Delaware and has 501(c) (3) status with the United States Internal Revenue Service.

Center for Global Communication Studies (CGCS) at the Annenberg School for Communication, University of Pennsylvania

The Center for Global Communication Studies (CGCS) is a leader in international education and training in comparative media law and policy. It affords students, academics, lawyers, regulators, civil society representatives and others the opportunity to evaluate and discuss comparative, global and international communications issues. Working with the Annenberg School, the University of Pennsylvania, and research centers, scholars and practitioners from around the world, CGCS provides research opportunities for graduate students; organizes conferences and trainings; and provides consulting and advisory assistance to academic centers, governments, and NGOs. CGCS draws on various disciplines, including law, political science, and international relations, among others. The Center's research and policy work addresses issues of media regulation, media and democracy, measuring and evaluation of media development programs, public service broadcasting, and the media's role in conflict and post-conflict environments.

The Diplomatic Academy of Vienna (DA)

The Diplomatic Academy of Vienna (DA) offers postgraduate training, which prepares young graduates for the varied challenges of an international career. The DA equips its students with the academic qualifications, language training, intercultural competences and management skills, which are essential and often decisive prerequisites for many international professions and a subsequent interesting career. Furthermore, the DA offers a Summer Course for German as a foreign language and Austrian Studies. In addition to its study programmes, the DA organises conferences and a great number of public lectures with well known political, diplomatic, business and cultural figures. Publications of the DA ("Favorita Papers") offer substantive contributions from academicians taken from selected conferences in the field of international relations.

ABOUT THE MILTON WOLF ESSAY CONTEST

The Essay Contest

The seminar organizers launched an essay competition to identify motivated and thoughtful students of international relations, development studies, communication, journalism, law, and related fields. Entrants were asked to write 1500 words on the following question:

Particularly in recent years, NGOs have taken on new functions as information intermediaries, working in cooperation with, or even in the stead of, traditional news organizations. How do NGO media strategies affect journalistic and diplomatic practices? What are the principal consequences of this trend for diplomacy and international relations?

The essay topic and the Milton Wolf Seminar built upon the work of a the [NGOs and the News Initiative](#), a joint project of Annenberg's Center for Global Communications Studies and Harvard University's Nieman Journalism Lab funded by the Ford Foundation (see Niemanlab.org/ngo for more information). The winning essays have been [published](#) as part of the NGOs and the News Series.

About the Winners

Seven winning essay writers were selected and will be attending the 2010 Milton Wolf Seminar. The seven talented essay writers are:

- **Felicity Duncan** - PhD Student in Communication; Annenberg School for Communication, University of Pennsylvania
- **Tori Horton** - MA Student in Public Diplomacy; Annenberg School for Communication at the University of Southern California
- **Kate Cronin-Furman** – Ph.D. Student in Political Science; Columbia University
- **Maria Egupova** - MA Student in Political Science; Central European University
- **Burcu Baykurt** – MA Student in Political Communications; Goldsmiths, University of London
- **Silvia Lindtner** – PhD Student in Information and Computer Science; University of California, Irvine
- **Galen Tan** – MA Student in Law and Diplomacy; Fletcher School of Law and Diplomacy, Tufts University

FINAL AGENDA

DAY ONE – MARCH 17, 2010

6:00 – 8:00 PM Welcome Reception and Registration

DAY TWO: MARCH 18, 2010

9:00 – 9:15 Introduction

- **Katharine Eltz Aulitzky**, Executive Director, *The American Austrian Foundation*
- **Monroe Price**, Director, Center for Global Communications Studies, *Annenberg School for Communication University of Pennsylvania*
- **Ambassador Hans Winkler**, Director, *Diplomatic Academy Vienna*

9:15 – 10:30 Session 1: NGOs as Newsmakers in a Social Media Networking Environment

As NGOs produce more and more content available free to professional journalists and media outlets (who struggle with shrinking budgets and a 24-hour news cycle), they play an increasingly important role in international news agenda-setting. Particularly large international NGOs such as Amnesty International, Human Rights Watch, Save Darfur, Save the Children, and Medecins sans Frontieres are making dynamic use of social networking tools to raise public awareness, crowd-source information about humanitarian issues, and communicate with both old and new media actors. This panel examined the implications of these activities for diplomacy.

Panelists:

- **Kimberly Abbott**, North America Communications Director, *International Crisis Group* (Moderator)
- **Simon Cottle**, Professor of Media and Communications, Deputy Head of School and Director, *Cardiff School for Journalism, Media, and Cultural Studies*
- **Franz Küberl**, President, *Caritas Austria*
- **Thomas Seifert**, Foreign Policy Correspondent of *Die Presse*

10:30 – 11:00 Tea break

11:00 – 12:00 Breakout Sessions

Each breakout session began with presentations by representatives of the NGOs (i.e. Transparency International, International Crisis Group, Caritas), outlining recent examples of their news making activities. The presenters described how and why they draft reports in order to affect the news agenda and ultimately influence foreign and domestic policy. Journalists and diplomats then shared their perspectives on the process.

Group I:

- **Kimberly Abbott**, International Crisis Group
- **Amelia Arsenault** Fellow, Center for Global Communication Studies, *Annenberg School for Communication* (Moderator)
- **Eric Frey**, Managing Editor, *Der Standard*
- **Georg Neumann**, International Communications Coordinator, *Transparency International*

Group II:

- **Kate Coyer**, Director of the Center for Media and Communication Studies, *Central European University*, (Moderator)
- **Franz Küberl**, *Caritas Austria*
- **Amb. Wolfgang Petritsch**, Permanent Representative of Austria to the *OECD*
- **Thomas Seifert**, *Die Presse*

12:00 – 1:30 Lunch

1:30 – 3:00 Session 2: New Media Technologies and Other Challenges to Foreign Policymakers

This session explored how new developments in journalism are affecting the relationship between NGOs, social movements, and journalists and the significance of this changing relationship for diplomacy.

Panelists:

- **Dejan Anastasijevic**, *Vreme*
- **Scott Maier**, Associate Professor, School of Journalism and Communication, *University of Oregon*
- **Amb. Wolfgang Petritsch**, *OECD*
- **Shawn Powers**, Visiting Professor, *USC Annenberg* (Moderator)

3:00 – 4:00 Case Study 1: Humanitarian Crises & Media

The recent tragedy in Haiti is just one example of a crisis situation where new media technologies played a critical role, both as a coordinating and an outreach tool for NGOs, donors, and activists. This panel examined evolving uses of new communication technologies during recent crises and the role they play in shaping the broader media agenda, public opinion, and diplomatic response.

Panelists:

- **Simon Cottle**, *Cardiff School for Journalism, Media, and Cultural Studies*
- **Irene Jancsy**, Spokesperson, *Médecins Sans Frontières*
- **Mike Mosettig**, Senior Producer, Foreign Affairs and Defense, *The News Hour with Jim Lehrer*
- **Nicole Stremmlau**, Coordinator of the Program in **Comparative Media Law and Policy** (PCMLP) and a Research Fellow in the Centre of Socio-Legal Studies Program, *Oxford University* (Moderator)

4:00 – 5:00 Case Study 2: Al Jazeera, New Media, New Advocacy

This session began with a general look at how new technologies are impacting the changing relationship between the media and diplomacy presented by Valeriani. Gizbert and Powers then examined how these trends are playing out with a specific focus on Al Jazeera. Al Jazeera has been a forerunner in the creative use of new media tools and advocacy for communication rights, in part due to the Network's need to circumvent government efforts at censoring Al Jazeera programming. In 2008, for example, Arab information ministers approved the Arab Satellite Broadcasting Charter, a piece of legislation widely condemned by free press advocates and private broadcasters such as Al Jazeera in the region. The presenters explored Al Jazeera's dynamic use of new media and its interactions with development and foreign policy communities.

Panelists:

- **Richard Gizbert**, *Al Jazeera English*
- **Shawn Powers**, *USC Annenberg* (Panelist/Moderator)
- **Augusto Valeriani**, Post-Doctoral Research Fellow, *Department of Politics, Institution and History at the University of Bologna*

9:00 – 10:30 Session 3: New Theaters for Conflict and Changes in Foreign Policy Public Diplomacy Initiatives

This session discussed how older new technologies such as satellite channels, websites, and social media technologies (e.g. Twitter and Facebook) are challenging traditional models of diplomacy. Participants also discussed how changing information flows are affecting the relationship between diplomats and journalists.

Panelists:

- **Milorad Ivanovic**, Deputy Editor in Chief, *Blic*
- **Mike Mosettig**, Senior Producer, Foreign Affairs and Defense, *The News Hour with Jim Lehrer*
- **Amb. Wolfgang Petritsch**, *OECD*
- **Oliver Zoellner**, Professor of Media Research and International Communication, *Stuttgart Media University*, former head of research for *Deutsche Welle* (Panelist/Moderator)

10:30 – 11:00 Tea Break

11:00 – 12:30 Case Study 3: Georgia-Russia Conflict Coverage

The 2008 military conflict between Georgia and Russia over the disputed regions of South Ossetia and Abkhazia did not last long. The battle to control the media agenda on the dispute, however, has lasted much longer and was waged with intensity. Russia hired the American PR firm Ketchum to boost its image, and Georgia enlisted the help of the Washington strategists Daniel Kunin and Gregory Maniatis to shore up Western support for its cause. Meanwhile, leaders of South Ossetia and Abkhazia continue to engage in their own media outreach strategies both at home and abroad. Bloggers, social activists, and other states with interests in the region have also participated in parallel efforts. This case study examined the relative successes and failures of these efforts to shape public opinion about the conflict.

Panelists:

- **Margarita Akhvlediani**, Director/Editor-in-Chief of *GO Group/Eyewitness Studio*
- **Burkhard Bischof**, Deputy Editor for Foreign Affairs of *Die Presse* (Moderator)
- **Miklos Haraszti**, Representative for Free Expression, *OSCE*
- **Andrei A. Zolotov, Jr.**, Deputy Director, RIA Novosti International Service Chief Editor, *Russia Profile*

12:30 – 2:00 Lunch

2:00 – 3:30 Session 4: International Agencies and their Interactions with News Organizations

This session focused on specialized agencies and their relationship to news organizations and NGOs.

Panelists:

- *Ayhan Evrensel*, International Atomic Energy Agency
- *Miklos Haraszti*, OSCE
- *Maher Nasser*, Director, United Nations Information Service
- *Georg Neumann*, Transparency International
- *Amb. Hans Winkler*, Director, Diplomatic Academy Vienna (Moderator)

3:30 – 4:00 Tea Break

4:00 – 5:30 Session 5: New Issues, New Technologies, New Directions

During this closing session panelists and audience members participated in an open discussion about the major issues raised and conclusions formed out of the different sessions and case studies.

Panelists

- *Amelia Arsenault*, Center for Global Communication Studies, University of Pennsylvania Annenberg School for Communication
- *Kate Coyer*, Center for Media and Communication Studies, *Central European University*,
- *Silvia Lindtner*, PhD Candidate, University of California, Irvine
- *Monroe Price*, Center for Global Communication Studies, *Annenberg School for Communication* (Panelist/Moderator)
- *Nicole Stremlau*, PCMLP

ABOUT THE PANELISTS

Abbott, Kimberly

As North America Communications Director for the International Crisis Group (ICG), Kimberly Abbott is responsible for developing and leading the U.S. media strategy to advance ICG's policy prescriptions and to raise awareness of conflict situations in the U.S. media.



Kimberly joined International Crisis Group from InterAction, the largest alliance of U.S.-based international development and humanitarian nongovernmental organizations, where she was the communications and media manager, working with the national and international media to bring attention to under-reported humanitarian stories. Prior to her work with NGOs, Kimberly spent over a decade in local, national and international television and radio as a producer and reporter. She has worked with CNN, WRGA radio in Rome, Georgia, and Radio France and France 3 public television. During her career she has also spent time on Capitol Hill as a Communications Director and worked in U.S. presidential politics, as well as an envoy and translator for the Centennial Olympic Games. She earned a BS in journalism from Boston University.

Akhvlediani, Margarita

Margarita Akhvlediani is co-founder and head of GO Group. She is also an editor-in-chief of Eyewitness Reporting Studio. Margarita has been a war reporter, as well as an editor and producer working for more than 20 years through ethnic conflicts and civil wars in the Caucasus region. She



was a Caucasus Programme Director for the London-based Institute for War and Peace Reporting in 2002-2008, editing the international weekly Caucasus Reporting Service and training journalists throughout the Caucasus. She also teaches Conflict Reporting, Journalism Ethics and Media Management courses to graduate students at the Georgian Institute of Public Affairs. In 2006, Margarita won a Knight Fellowship for Professional Journalists at Stanford University. In autumn 2007, she was a Dart Center Ochberg Fellow in Journalism and Trauma.

Anastasijevic, Dejan



Dejan Anastasijevic is senior investigative reporter for the Belgrade-based *VREME Weekly*, and free-lance Balkan correspondent for *TIME Magazine*. He also contributes to a number of local and foreign news media, including *Slobodna Bosna* (Sarajevo), *Koha Ditore* and *Zeri* (Pristina), and *The Guardian* (London).

Anastasijevic started his career in B92 Radio, covering the war in Vukovar (1991) and Eastern Bosnia (1992). In September of 1992, he joined the United Press International (UPI)

bureau in Belgrade, where he remained until UPI's bankruptcy in 1993. He then joined the VREME staff, where he still works today.

Anastasijevic's 1998 reports on atrocities against ethnic Albanians in Kosovo led to criminal charges by Milosevic's regime for "spreading disinformation and aiding terrorists". In April of 1999, during the NATO bombing and Milosevic's crackdown on free media, Anastasijevic fled to Vienna with his family. He worked in *TIME's* Central and Eastern Europe Bureau until August 2000. He moved back to Belgrade in time to cover Milosevic's downfall and subsequent transfer to the Hague war crimes tribunal. In October 2002, Anastasijevic was the first Serbian journalist to testify against Milosevic in The Hague. His more recent reports mostly deal with security issues and organized crime in Serbia.

Apart from purely journalistic work, Anastasijevic has edited *Out of Time* (IWPR London, 2000), an acclaimed book on Serbian opposition. He is a recipient of 2002 Nieman Fellowship for Journalists at Harvard University, Cambridge, and two national press awards (NUNS and "Dusan Bogavac") in 2003.

Arsenault, Amelia



Amelia Arsenault serves as the George Gerbner Post-Doctoral Fellow at the University of Pennsylvania, Annenberg School and a visiting scholar at the Center for Global Communication Studies. Her research areas include: communication and power; media and ICT ownership; media and ICT for development; and public diplomacy, with a focus on southern Africa. She is currently working on a book project on the role of donors and other foreign actors in the media and ICT development process in southern Africa. She holds a B.A. in Film and History from Dartmouth College and an MSc in Global Media and Communication from the London School of Economics and Political Science, and a PhD from the University of Southern California Annenberg School.

Prior to her academic career, she spent several years as the film coordinator for the Zimbabwe International Film Festival Trust, a non-profit visual literacy organization in Harare, Zimbabwe.

Bischof, Burkhard



Burkhard Bischof began his career in 1975 at the *Neue Vorarlberger Tageszeitung*. He has been a member of the foreign affairs department of *Die Presse* since 1985 and deputy foreign editor since 2000. His main interests are Eastern Europe and security.

In 2001 he received the Austrian-Polish Journalist prize and the Concordia prize in 2008. He is a regular contributor to *Österreichische Militärische Zeitung*, and frequently writes for the quarterly, *Europäische Rundschau*.

Cottle, Simon



Simon Cottle is professor of media and communications, deputy head of school, and director of the Mediatized Conflict Research Group in the Cardiff School of Journalism, Media and Cultural Studies (JOMEC). Simon has researched and written widely about the sociology of journalism, news production, research methodology and different mediated conflicts including: inner city riots and demonstrations; 'race' and minority ethnicity; environment, 'risk society' and climate change; terrorism and war. His latest books are *Mediatized Conflict: Developments in Media and Conflict Studies* (Open University Press, 2006) and *Global Crisis Reporting: Journalism in the Global Age* (Open University Press, 2009). He is the series editor of *Global Crises and Media*, a major new international series of 12-14 books commissioned by Peter Lang.

Coyer, Kate



Kate Coyer is the Director of the Center for Media and Communication Studies (CMCS) at Central European University (CEU) in Budapest, and teaches in the Departments of Public Policy and Political Science of the CEU. Previously, she held a Postdoctoral Research Fellowship with the Annenberg School for Communication at the University of Pennsylvania. Kate has also taught at the University of California, Berkeley, and Goldsmiths College, University of London, where she received her PhD in 2006.

Her current research projects include a study of community broadcasting practices and policies in Europe, the measurement and evaluation of media development, and the role of civil society in policy-making processes. In this capacity she co-convened a European Science Foundation Exploratory Workshop on the impact of digitalization and convergence on community and local media. Besides her academic work, Coyer has produced radio programs and organized media campaigns for the past twenty years. She has helped build community radio stations, trained volunteers and organized production workshops with the Prometheus Radio Project, and is actively involved in advocating for expanding public access to the airwaves.

Evrensel, Ayhan



Ayhan Evrensel is a Press & Public Information Officer at the International Atomic Energy Agency (IAEA). His main task is to promote the work of the “Agency” and its activities to the public through the news media, which is way beyond the headlines about Iraq, North Korea, Iran or Chernobyl. On a normal work week, he is also involved in topics such as cancer therapy, breeding better crops, safety of nuclear power plants, the Avian flu, airport scanning of passengers or preventing diseases.

Evrensel has been involved with the news media since 1991, beginning with Reuters in Ankara. Before the IAEA, he worked as a Press Officer of the OSCE. And prior to that, he was a Foreign News Editor at Turkey’s leading news channel NTV. Earlier, he worked as a Vienna-based reporter for almost all types of media outlets (newspaper, news agency, radio and TV), mainly covering the Balkans and the EU.

Born in Ankara, Evrensel finished Turkey’s prestigious foreign policy school, The Faculty of Political Sciences in Ankara, and holds a Masters Degree in International Relations from the University of Birmingham as a UK Foreign and Commonwealth Office Scholar.

Frey, Eric



Dr. Frey is managing editor of *Der Standard*, a leading Austrian daily paper. Starting out as a deputy foreign editor in 1991, he was foreign director (1995-98) and economics director (1998-2001). Since 1995 he has also acted as the Vienna Correspondent for *The Financial Times* (London).

He holds a B.A. in International Affairs from Princeton University, an M.P.A. from Princeton's Woodrow Wilson School, and a Ph.D. in Political Science from the University of Vienna. He was a reporter and Bureau Chief of AP-DOW Jones News Service in Frankfurt, Germany.

Gizbert, Richard



Richard Gizbert is the host of *The Listening Post*, Al Jazeera English's weekly programme that focuses on the media. He has a long and accomplished career as a foreign correspondent covering many parts of the globe. Over the past 25 years, he has covered stories in more than 50 countries on five continents.

Richard spent 11 years with the American network ABC, as one of the network's London-based foreign correspondents. During this time he covered conflicts in the former Yugoslavia, Chechnya, Somalia and Rwanda. He has extensive experience in the Middle East, having covered Lebanon, Egypt, Jordan, Iraq, Saudi Arabia, the Palestinian occupied territories and Israel. Richard has also reported on earthquakes in India, the Kursk submarine disaster off Russia, development stories in Africa, and countless stories in Western Europe.

Prior to being based in London, Richard worked as a correspondent-producer for CJOH-TV in Canada, where he was CJOH's parliamentary correspondent, responsible for national political coverage. For his reporting of a bus hostage situation at the Canadian houses of parliament, he received the National Award for Breaking News Coverage.

Harastzi, Miklos



Miklos Haraszti, born 1945 in Jerusalem, is a Hungarian writer, editor, human rights promoter, and university professor. His books include *A Worker in a Worker's State* (Stücklohn) and *The Velvet Prison* (Die Staatskünstler), both translated into many languages. In 1973, he was prosecuted on “subversion” charges for distributing the manuscript of his account of his time as a factory worker.

In 1976, he co-founded the Hungarian Democratic Opposition Movement; in the 1980s, he co-published the "samizdat" (underground) periodical Beszélő. A member of the Hungarian Parliament from 1990-1994, he then moved on to lecture on democratization and media politics at numerous universities. In 1996, he received an Honorary Degree from Northwestern University in the United States. From 2004 to 2010, he served as the OSCE's Representative on Freedom of the Media.

Milorad Ivanovic



Milorad Ivanovic is the deputy editor-in-chief of *Blic*, the largest Serbian daily newspaper. He was previously the paper's foreign affairs editor and has a special interest in investigative and cross-border journalism. Milorad founded the Media Focus, Center for Investigative Journalism in Serbia and is on the board of SCOOP, a network of investigative journalists working in East and Southeastern Europe. Milorad produced *Hidden Wounds*, a documentary film on post-traumatic stress disorder, which was made in co-operation with the BBC. His investigations have included work on human trafficking, the employment of Balkan mercenaries by British and US security firms in Iraq, and arms trafficking from Ukraine into Serbia. In 2007 Milorad was selected for the Balkan Fellowship for Journalistic Excellence.

Jancsy, Irene



Irene Jancsy is the spokesperson for the Austrian Medecins sans Frontieres and directs their department of communications.

After completing her studies in romance languages in 1991 she began as a journalist for profil in Vienna and later in the United States. Upon her return to Austria she worked for profil, Universum, Der Standard and Die Zeit.

As a journalist Irene Jancsy, knows how difficult it is to direct the public's attention to humanitarian crises. "The doctors working on behalf of Medecins sans Frontieres are active in parts of the world that are either cut off from media attention or do not allow journalists to report from there, so we have to be especially sensitive and report with accuracy and discretion."

Küberl, Franz



Franz Küberl is president of *Caritas* Austria and a member of the Austrian Radio and Broadcasting's "Publikumsrat".

Mr. Küberl began his career in 1972 as secretary of the Diocesan Catholic Youth Workers of Styria. From 1976 to 1982 he headed the Federal Secretariat of the Catholic Youth of Austria in Vienna and was chairman of the Austrian Federal Youth Council. In 1982 he became Speaker in Catholic education in Graz and in 1986 he became Secretary General of "Catholic Action, Styria". In December 1995 he succeeded Helmut Schueller as President of the Austrian Caritas.

In 2005, Mr. Küberl was awarded the GlobArt Award and received an Honorary Doctorate in Theology from the Catholic Theological Private University in Linz. He received the Vienna Award for Humanistic Research on Aging from The Austrian Society for Geriatrics and Gerontology (ÖGGG) in 2006 and in 2009 was named "Man of the Year" by Austrian business magazine *trend*.

Maier, Scott



Dr. Scott Maier is a journalism professor at the University of Oregon. In 2009, he was a visiting research fellow at the European Journalism Observatory, Università della Svizzera Italiana. For his research on media accuracy, Maier received (with Philip Meyer) the Sigma Delta Chi award for Research about Journalism. He serves on the advisory board of the Media-Act Project, a European Union study of media accountability.

A 20-year newspaper and wire-service veteran, Maier has covered city hall, the state legislature, Latin America, and a variety of other news beats. He was founder of CAR Northwest, an industry-academic partnership providing training in computer-assisted reporting to newsrooms and journalism classrooms. His research interests include online news coverage, newsroom numeracy, media accuracy, and managing technological change.

Mosettig, Mike



Michael D. Mosettig is senior producer for foreign affairs & defense at the PBS NewsHour (previously the NewsHour with Jim Lehrer and the MacNeil/Lehrer NewsHour), a post he has held since December 1985. He joined the program as a producer in 1983, when it was expanded to an hour.

Previously he was a producer for NBC News in Washington, New York, Cairo and London. He was a correspondent for UPI in London and Brussels and national security correspondent for the National Journal.

He is a two-time Emmy winner for coverage of the Middle East in 1997 and Pakistan in 2007 and won Emmy nominations in 1986, 1994 and 2009.

He was an adjunct professor at the Columbia Graduate School of Journalism and has been a guest lecturer at the Barone Center at Harvard, the U.S. Military Academy at West Point, New York University, Chulalongkorn University (Bangkok), University of California San Diego, American University, Franklin and Marshall and Georgetown University (from which he received a masters degree in European diplomatic history).

Nasser, Maher



Maher Nasser is Director of the United Nations Information Service (UNIS). He previously served as Director of the United Nations Information Centre (UNIC) in Cairo, where he led the work of the United Nations Communications Group in Egypt and provided support and advice to eight United Nations Information Centers in the Middle East and North Africa.

Before taking up his post with UNIC Cairo, Nasser was the Chief of the New York Liaison Office for the United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA). He also worked for UNRWA, based first in Vienna, from 1994 until 1996, and then at its Amman headquarters where he was in charge of donor liaison, representation and media relations.

From 1992 to 1994, Nasser worked as an Associate Information Officer for the United Nations Drug Control Programme in Vienna. Mr. Nasser also served as UNRWA's Public Information Officer and Spokesperson in Gaza and in Jerusalem from 1987 to 1991. Prior to joining the United Nations, he worked for the Arab Thought Forum, a non-governmental organization based in Jerusalem. Nasser has a degree from Bir Zeit University in the West Bank, and a postgraduate diploma in business administration from the University of Warwick, in the United Kingdom.

Neumann, Georg



Georg Neumann joined the Communications Department at Transparency International in June 2005 working on the content management and development of the Transparency International website. Since November 2006 he is responsible for internal communications and since 2008 also for social media concepts. Georg did freelance project work for the German Federal Ministry of Justice and has previously worked for a PR Agency and the German Chemical Industry Association. Georg Neumann completed his German civil service in development assistance in Tijuana, Mexico, and graduated in social and economic communication sciences from the University of Fine Arts in Berlin in 2005. He blogs at <http://socialtransparency.wordpress.com/>

Petritsch, Wolfgang



Wolfgang Petritsch is an Austrian diplomat of Slovene ethnicity. He has a PhD from the University of Vienna and was a Fulbright Scholar at UCLA. Mr. Petritsch served as Ambassador to the Federal Republic of Yugoslavia from 1997 – 1999. During his tenure as Ambassador, he was appointed Special Envoy of the European Union for Kosovo and EU Chief Negotiator at the Kosovo Peace Agreement talks. From 1999 to 2001, he was Chair of the “Succession Commission for the former Socialist Federal Republic of Yugoslavia”, in charge of distributing the public assets and liabilities among the successor states, resulting in the Vienna Agreement of 2001. In 1999, Mr. Petritsch was named High Representative of the International Community for Bosnia and Herzegovina.

From 2002 until his nomination as Permanent Representative of Austria to the OECD in 2008, Mr. Petritsch was Ambassador and Permanent Representative of Austria to the Specialized UN Agencies in Geneva; to the WTO; and to the Conference on Disarmament.

Petritsch’s reflections on international affairs have been published extensively in the world’s leading newspapers and he is the author or co-author of several books, including most recently *Bosnia and Herzegovina: From Dayton to Europe and the Long Road to Peace: Kosovo and the International Community, 1989-2004*.

Price, Monroe



Monroe Price serves as Director of the Center for Global Communication Studies at the Annenberg School for Communication, University of Pennsylvania and Director of the Stanhope Centre for Communications Policy Research in London. He is also Chair of the Center for Media and Communication Studies (CMCS) at Central European University (CEU) in Budapest. Professor Price is the Joseph and Sadie Danciger Professor of Law and Director of the Howard M. Squadron Program in Law, Media and Society at the Cardozo School of Law, where he served as Dean from 1982 to 1991. He graduated magna cum laude from Yale, where he was executive editor of the *Yale Law Journal*. He clerked for Associate Justice Potter Stewart of the U.S. Supreme Court and was an assistant to Secretary of Labor W. Willard Wirtz.

Price was founding director of the Program in Comparative Media Law and Policy at Wolfson College, Oxford, and a Member of the School of Social Sciences at the Institute for Advanced Study in Princeton. He was deputy director of California Indian Legal Services, one of the founders of the Native American Rights Fund, and author of *Law and the American Indian*. Among his many books are *Media and Sovereignty*; *Television*, *The Public Sphere and National Identity*; and a treatise on cable television.

Powers, Shawn



Shawn Powers is a Visiting Assistant Professor at USC's Annenberg School for Communication and Journalism London Program and a Visiting Research Fellow at the London School of Economics and Political Science. He earned his Ph.D. from USC Annenberg in 2009 where he studied and wrote about the geopolitical uses of news and information by international actors. Shawn's research interests include mass media and society, new and social media technologies, diasporic communities, globalization and traditional and public diplomacy. He has conducted field research in Asia, the Middle East, North Africa, Eastern and Western Europe and North America.

In 2007, Shawn was the co-recipient of a grant from the John S. and James L. Knight Foundation to study global news broadcasters and in 2008 Shawn helped design and managed CPD's evaluation of Alhurra, the US-supported international broadcaster in the Middle East. His current projects include revising his dissertation into a book on how the Al Jazeera Network has helped Qatar transition from a "micro-state" to an influential "network-state," a comparative analysis of how different international broadcasters report news of China, and a case study of exemplar uses of social media for development and good governance in Asia and the Middle East.

Seifert, Thomas



Thomas Seifert is an international correspondent with the Austrian daily newspaper *Die Presse*. His reporting includes the Balkans, the Russian Federation (he reported the war in Chechnya in 1999 and 2000 from Grozny both from the Russian and the Chechen perspective) Africa, the Middle East and Asia. He has filed stories from New York in the aftermath of 9-11 and crossed the border to Afghanistan on 10-11 where he reported the fall of the Taliban from Kabul. Seifert reported the war in Iraq from Baghdad in March/April 1999 and celebrated his 35th Birthday on April 9, 2003 on Firdous Square, as Saddam Hussein's statue fell. He went back to Iraq and Afghanistan several times. His book *Schwarzbuch Öl* ("The Black Book on Oil"), which he co-authored together with Klaus Werner, came out in 2005, and has been translated into Arabic, Italian, Dutch and Spanish. He has since broadened his focus to Asia (China, India, and the Korean Peninsula) and is currently working on a book project on the Pacific Era and the implications of the rise of Asia for the European Union and the world.

Stremlau, Nicole



Nicole Stremlau is Coordinator of the Program in Comparative Media Law and Policy and a Research Fellow in the Centre of Socio-Legal Studies.

Stremlau's primary research is on media and governance in the Horn of Africa during and after armed insurgencies. She is currently engaged in a research project on flows of information in Somaliland. Stremlau previously worked as a journalist for an Ethiopian paper in Addis Ababa. She has spent extensive time researching and living in the Horn of Africa and is co-authoring a book of oral histories of guerrilla fighters who later became journalists in Eastern Africa. Stremlau's doctoral research was *The Press and Consolidation of Power in Ethiopia and Uganda* at the London School of Economics.

Stremlau was previously director of the Africa media program at the Stanhope Centre for Communications in London.

Valeriani, Augusto



Augusto Valeriani is a Post-Doctoral Research Fellow in the department of Politics, Institution and History at the University of Bologna (Italy) where he lectures in Mass Media and International Politics. Augusto has published many articles, in Italian and English, on journalistic culture, mass media systems and international politics, with a focus on the Middle East. He is author of the 2005 monograph *Il giornalismo arabo* (Arab Journalism) and co-editor of the 2009 volume *Un Hussein alla Casa Bianca* (A Hussein at the White House) on the Arab Media representations of Obama Presidential Campaign. Augusto translated, edited and wrote the foreword for Philip Hammond's Italian edition of *Media, War and Post modernity* (Routledge, 2008).

Winkler, Hans



Hans Winkler is Director of the Diplomatic Academy of Vienna and a former Austrian diplomat and Secretary of State. Upon graduation from the University of Vienna (Dr. juris) and the Diplomatic Academy of Vienna, Hans Winkler began his career in the Austrian foreign ministry in 1970.

He held various positions in Austrian missions, was the permanent representative of Austria at the Council of Europe in 1990s and in 1996 he became head of the Department for North and South America in the Federal Ministry for Foreign Affairs. Between 1999 and 2005 he was head of the Office of International Law and, additionally, from 2002 Deputy Secretary General. On 4 July 2005, Winkler was appointed Secretary of State in the Ministry for European and International Affairs, a position which he also held in the Gusenbauer government until December 2008. On 1 April 2009 Winkler was appointed Director of the Diplomatic Academy of Vienna.

Zöllner, Oliver



Oliver Zöllner is professor of media research and international communication at Stuttgart Media University and honorary professor at the University of Düsseldorf, Germany. From 1997 to 2004 he was director of the market and media research department of Deutsche Welle, Germany's international broadcaster. As a visiting lecturer he delivered communication and media research courses at various German universities from 1996 to 2006.

Zöllner studied communication and media research at the universities of Bochum, Vienna, and Salzburg and completed his M.A. at the University of Bochum in 1993 with a study of the German armed forces' public relations concept. In 1996 he earned a doctorate with a dissertation on the British Forces Broadcasting Service.

Zolotov, Andrei



Andrei Zolotov Jr. is the editor of *Russia Profile* and an adviser to the chairman of RIA Novosti. A native of Moscow, he graduated from the Moscow State University's School of Journalism in 1992. He began his career in journalism as a translator and fixer at the Moscow bureau of *The Christian Science Monitor*. He went on to serve as Moscow correspondent for the Geneva-based news and features agency Ecumenical News International (ENI).

In 1997, Andrei joined *The Moscow Times*, where he covered politics, media and religion as a senior staff writer. Also in 1997, Andrei was named the John Templeton European Religion Journalist of the Year. Two years later, he was awarded a Carnegie Media Fellowship at Duke University. In 2003, Mr. Zolotov left *The Moscow Times* and ENI to develop *Russia Profile*, and has served as editor since its inception. In August 2008 he moved for a year to Harvard University in Cambridge, MA, as a Fellow of the Nieman Foundation for Journalism, while retaining an advisory function with *Russia Profile*.

SUGGESTED FURTHER READINGS

[NGOs and the News Essay Series](#). A Joint Project of the Center for Global Communication Studies at the University of Pennsylvania Annenberg School and the Neiman Journalism Lab at Harvard University.

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Gillmor, D 2008. ‘[Helping the Almost-Journalists Do Journalism](#)’ July 23.

Himelfarb, S. et. al (2009) “[Media as Global Diplomat](#).” Special Report. Washington, DC: USIP.

Jones, S. (2010) ‘[BBC Holds Firm Over Ethiopia Famine Funds Report](#)’ The Guardian (UK), March 7.

Potter, E. (2009) “[Web 2.0 and the New Public Diplomacy: Impact and Opportunities](#).” London: Foreign and Commonwealth Office.

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